

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Larry Wilson  
FROM: Kay Galeotti  
SUBJECT: B&H Heavy Spending Test

DATE: May 24, 1984

7/2

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In response to your request, you will need to order the following outdoor quantities each month in the four test markets.

Fresno  
100's Pool - 27  
85's Pool - 21  
Spanish 30-Sheet - 8

85's - 145

Seattle  
100's Pool - 97  
85's Pool - 75  
Commuter Clocks - 5

100's - 174

Lubbock/Amarillo  
100's Pool - 16  
85's Pool - 31  
Spanish 8-Sheet - 16  
Spanish 30-Sheet - 7

Shreveport  
100's Pool - 30  
85's Pool - 16  
Black 8-Sheet - 9

These quantities include the 15 percent overage we add when ordering.

Please note that our contract with Market Place Graphics for Mall Directories and Small Shopping Centers expires in June. It was decided today that this contract will not be renewed.

If you have any questions, please let me know.

KG/ss

cc: C. Beck  
J. Moran  
L. Payne

*Kay*

85's Pool - 145  
100's Pool - 174  
Spanish 30-sheet - 15  
Spanish 8-sheet - 16  
Black 8-sheet - 9  
Commuter Clocks - 4/5

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